

ORDER



Orders
Order / Rev: 67466
Alt Order #: 9849177 /Brad
Product Desc: LOU BARLETTA
Estimate: 369
Flight Dates: 10/23/12 - 10/28/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Brabender Cox Mihalke
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Barletta/R/Congress
Demographic: A35+
Product Codes: US Congress
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	44	\$19,905.00	\$16,919.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	44	\$19,905.00	\$16,919.25	0.00
Totals	44	\$19,905.00	\$16,919.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	21%	\$19,905.00
Market	100%	\$94,785.71

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	39%	\$36,966.43
WHTM	25%	\$23,696.43
WLYH	1%	\$947.86
WPMT	14%	\$13,270.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/26/12	CBS This Morning CBS This Morning	CM	7a-9a	--WTF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
N 2	WHP	10/24/12	10/26/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	--WTF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
N 3	WHP	10/24/12	10/26/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
N 4	WHP	10/24/12	10/26/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--WTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
N 5	WHP	10/24/12	10/26/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
N 6	WHP	10/24/12	10/26/12		CM	730p-8p	--WTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00

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Advertiser: Barletta/R/Congress
 Product Desc: LOU BARLETTA
 Estimate: 369

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																								
				M-F 730p-8p M-F 730p-8p																																																			
N 7	WHP	10/24/12	10/26/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00																																								
N 8	WHP	10/23/12	10/23/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00																																								
N 9	WHP	10/25/12	10/25/12	Thu Reg 1 Thu 8p-9p	CM	8:00 PM-8:30 PM (8:00 PM-8:30 PM)	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00																																								
N 10	WHP	10/26/12	10/26/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00																																								
N 11	WHP	10/28/12	10/28/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S	:30	3	\$140.00	P-2	0.00	NM	4	\$420.00																																								
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>1</td><td>WHP</td><td>10/28/12-10/28/12</td><td>Su 6p-630p News See MG 11.4, 11.5 [Preempted by NSM]</td><td>6p-630p</td><td>-----Su</td><td>:30</td><td>(\$140.00)</td><td>0.00</td><td>NM</td></tr><tr><td>4</td><td>WHP</td><td>10/24/12-10/26/12</td><td>M-F 6a-7a News Ⓜ MG for 11.1 10/28 [MG within Flight]</td><td>6a-7a</td><td>--WThF----</td><td>:30</td><td>\$120.00</td><td>0.00</td><td>NM</td></tr><tr><td>5</td><td>WHP</td><td>10/24/12-10/26/12</td><td>Late Late Show Ⓜ MG for 11.1 10/28 [MG within Flight]</td><td>1235a-135a</td><td>--WThF----</td><td>:30</td><td>\$20.00</td><td>0.00</td><td>NM</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	WHP	10/28/12-10/28/12	Su 6p-630p News See MG 11.4, 11.5 [Preempted by NSM]	6p-630p	-----Su	:30	(\$140.00)	0.00	NM	4	WHP	10/24/12-10/26/12	M-F 6a-7a News Ⓜ MG for 11.1 10/28 [MG within Flight]	6a-7a	--WThF----	:30	\$120.00	0.00	NM	5	WHP	10/24/12-10/26/12	Late Late Show Ⓜ MG for 11.1 10/28 [MG within Flight]	1235a-135a	--WThF----	:30	\$20.00	0.00	NM
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																														
1	WHP	10/28/12-10/28/12	Su 6p-630p News See MG 11.4, 11.5 [Preempted by NSM]	6p-630p	-----Su	:30	(\$140.00)	0.00	NM																																														
4	WHP	10/24/12-10/26/12	M-F 6a-7a News Ⓜ MG for 11.1 10/28 [MG within Flight]	6a-7a	--WThF----	:30	\$120.00	0.00	NM																																														
5	WHP	10/24/12-10/26/12	Late Late Show Ⓜ MG for 11.1 10/28 [MG within Flight]	1235a-135a	--WThF----	:30	\$20.00	0.00	NM																																														
N 12	WHP	10/27/12	10/27/12	CBS This Morning Satur Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00																																								
N 13	WHP	10/23/12	10/28/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00																																								
N 14	WHP	10/28/12	10/28/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00																																								
N 15	WHP	10/28/12	10/28/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00																																								
N 16	WHP	10/24/12	10/26/12	Letterman Letterman	CM	1135p-1235a	--WTF--	:30	4	\$140.00	P-2	0.00	NM	4	\$560.00																																								
N 17	WHP	10/23/12	10/28/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00																																								
													Totals	44	\$19,905.00																																								